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FROM THE AMERICAN PEOPLE

**SOUTHERN AFRICA**

# EXPANDING TRADE IN SOUTHERN AFRICA



**The Trade Hub assists African artisans to export handicrafts to the U.S. under AGOA. This man is part of the Chifundo Artisans' Network in Malawi.**

Southern African countries recognize that increased trade and open markets are the drivers of economic growth and poverty reduction. However, because of a policy and regulatory environment that constrains trade and increases costs, the region is not competitive in world markets.

USAID established the Southern Africa Global Competitiveness Hub (the "Trade Hub") in Gaborone, Botswana in June 2002. The Trade Hub builds regional capacity to negotiate, implement and benefit from trade agreements.

An AGOA (Africa Growth and Opportunity Act) Advisor at the Trade Hub facilitates U.S.- Southern Africa business linkages and advises on national AGOA export strategies. In the priority sectors of agribusiness, textiles and apparel, and tourism, the Trade Hub identifies bottlenecks to market growth and promotes international business linkages. The Hub supports regional efforts to reduce high transaction costs that hinder the cross-border movement of goods and services. Finally, the

Trade Hub strengthens the capacity of the private sector to analyze and articulate policy and regulatory constraints to trade.

## **USAID PARTNERS**

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